



State of Arizona
Department of Education

Tom Horne
Superintendent of
Public Instruction

MEMO

TO: Adult Education Program Directors
GED Chief Examiners

FROM: Karen Liersch
Deputy Associate Superintendent, Adult Education Services

DATE: July 9, 2010

SUBJECT: Ad Council's "GED Achievement Campaign"

On Monday, July 12, 2010, the Ad Council will launch a "GED Achievement Campaign" directed at adult dropouts, ages 25-35. Included with this memo is a list of FAQs about the campaign from the Ad Council.

The Ad Council will put out a press release to launch the campaign, and place the TV/Radio spots, Print ads, Billboard ads, Web banners, along with FAQ's on their web site (<http://psacentral.adcouncil.org/psacentral>) and their YouTube channel. The materials will then be sent to national and local media via Ad Council regional representatives who work to place the spots. Spots are completely dependent upon the donated space/time from media outlets. Typically, it takes on average a month for them to be scheduled and played/printed, however it is not unheard of for a spot to appear in a week. Radio spots are typically the most commonly used by media for a public service campaign. The campaign web site YOURGED.com and the 24-hour English and Spanish call center at 1.877.38.YOURGED will be live and functioning. Also as part of this campaign, the National Center for Family Literacy will be maintaining a national database of GED Testing Centers and Adult Education Programs.

You should be aware that the GED Testing Service, Adult Education State Directors and GED State Administrators were not involved in the development of this ad campaign, and actually received very late notice that the campaign had been developed and was about to be launched. Although now may not be the best time for this campaign, it will begin with or without us. So, I am asking that you take the following steps:

1. Please read the attached FAQ's developed by the Ad Council. On Monday, July 12, 2010 access the campaign materials at the web sites provided in this memo and the attached FAQ's.
2. Please go to www.nationalliteracydirectory.org, and review your testing center/program information in the campaign's database. Any corrections or questions about the database should be directed to Lisa Avetisian at the National Center for Family Literacy at lavetisian@famlit.org
3. Direct questions about the campaign overall to: Jackson Routh, Dollar General Literacy Foundation at JRouth@dollargeneral.com
4. Contact me directly with your ideas about how we can use this campaign, and its materials, to better serve the 825,000 Arizona adults who lack a high school diploma.



GED Achievement Campaign Q & As

The Campaign

Why are you launching the GED Achievement campaign?

- More than 35.7 million adults ages 18-64 do not have a high school diploma.
- Data shows that students who drop out of high school tend to earn less, perform less well in society, and have a lower quality of life. Many of them must work multiple jobs just to support their family.
- In 2005 21% of families with no high school diploma were living below the poverty line, compared to 7.1% of those with high school diplomas
- Without a GED diploma, they get the lowest paid and the least stable jobs, and while they know they need to get their GED diploma, what they really need are simple directions on how to get started.

What do you hope to accomplish?

- We hope to provide high school dropouts with access to information that will get them started on the road to a GED diploma.
- The campaign illustrates that getting a GED diploma gives you access to more possibilities in life – further education, better positions, and more confidence in yourself.
- The PSAs show viewers that “You *can* take the first step” towards a better tomorrow, and directs them to www.YourGED.org, where they can find free referrals to local GED programs, along with information on the process of getting their GED diploma.

Aside from the PSAs, what is the campaign doing to extend the reach of the new campaign?

- Along with nationally distributing the PSAs digitally and on hard kits to PSA directors, we have a national media outreach team dedicated to cultivating up-front commitments from top national media outlets.
- Ad Council also has 10 Regional Managing Directors (RMDs) throughout the US, who are experts on the issues facing their areas and promote the most fitting campaigns to the media and local events. Information on which RMD covers your area can be found on PSA Central.
- We also post the PSAs to video sharing sites like YouTube, and on the Ad Council and Dollar General’s Facebook and Twitter accounts on the launch day.
- Additionally, we have developed a mobile program, so cell phone users can text their zip code to a short code and receive a text in return with a list of literacy centers in their area.

Why did the Ad Council take on this campaign?

- The Ad Council has a rich history of using the power of communications to create positive social change on behalf of issues facing our country during the last six decades. Many of the organization’s campaigns have successfully changed attitudes and behaviors, and ultimately, changed the social norm in our country.

- After speaking with the higher education community, the Ad Council became convinced that the percentage of adults who do not have their high school diploma represented a serious problem in our country – one in which advertising and awareness could make a difference. In developing the campaign, we sought to show high school dropouts that they *can* take the first step towards getting their GED diploma.

Who created the PSAs?

- DDB Chicago created this campaign *pro bono*. DDB is an award-winning global advertising agency that has worked on advertising campaigns for Budwiser, Volkswagen, and McDonalds, among others.

When and how are the ads being distributed?

- The GED Achievement campaign materials will be distributed nationally in June 2010, including materials in Spanish and English.

Who is purchasing the advertising time and space for the campaign?

- All of the ads will run and air in advertising time and space that is donated by the media. The Ad Council has received more than \$1 billion in donated media for its campaigns each year since 1998.

Who is the campaign's target and why?

- The GED Achievement campaign's target is high school dropouts, ages 25-35.
- While all high school dropouts would find the website helpful for information on getting their GED diploma, research showed that adults in their mid to late 20's were most likely to take the next step to get GED certified because they are just seeing the effects of life without a diploma.
- Insight from research showed us that they believed "I can see a better life, I just can't see how I'm going to get there."

The PSAs

How many new PSAs are available?

- All materials are available in English and Spanish:
 - TV (:15, :30, and :60)
 - Radio (:15, :30 and :60)
 - Newspaper, magazine and outdoor (available in various sizes)
 - Web banners (available in various sizes)
- The PSAs contain a disclaimer from the GED Testing Service ("GED® is a registered trademark of the American Council on Education®.").

Are there any fulfillment materials?

- All of the new PSAs direct audiences to visit a new comprehensive website, www.YourGed.org where they can find free referrals to local GED programs and information on the GED diploma process.
- There is also a toll-free number, 1-877-38YourGED, where viewers can call for referrals to local GED centers.
- Both the web and phone are available in Spanish.

Accessing Campaign Materials

- For Media Use
 - PSA Central- Website where you can download or order all campaign materials free of charge
 - <http://psacentral.adcouncil.org/psacentral>
 - Ad Council TV- Houses all Ad Council TV PSAs for download
 - (<http://www.adcouncil.tv/>)
 - CI Group- Houses all print and outdoor materials
 - 1-800-933-PSAS (7727)
 - Circle Graphics- On demand outdoor orders
 - Email Lindsey Clements @ lclements@circlegraphicsonline.com
- For Viewing
 - Ad Council.org- Averages 60,000 to 80,000 visits a month. Includes link to PSA Central from campaign page
 - You Tube- PSAs will be posted on campaign dedicated channel as well as Ad Council's channel
 - YourGed.org (campaign dedicated website)

Promoting the Campaign

- What you can do:
 - Post web banners, TV spots, and link to campaign website on your websites and social networking sites.
 - Run the print ads in programs, bill stuffers, direct mail.
 - Post ads or posters in public areas.
 - Ask employees to promote campaign through their social networking profiles, such as Facebook, Twitter, and MySpace
 - Encourage local literacy centers, libraries and community centers to promote campaign by posting the posters or print ads and including campaign information on their websites.
 - Ask the local media to run the PSAs and link to YourGED.org from their websites.
- What you can't do:
 - Buy media for ad placement.
 - Alter the design of any of the creative (including adding/removing logos, phone/URL).